

**REMARKS**

Claims 1-9, 18-38, 47-68 and 77-93 are pending. By this amendment, claims 1, 30, 59 and 60 are amended, claims 90-93 are added, and claims 10-17, 39-46 and 69-76 are canceled.

The Office Action objects to the disclosure because of hyperlinks and/or other forms of hyperlink code. This objection is traversed, as applicants see no requirement is MPEP 608.01 (cited in the Office Action) that hyperlinks are not allowed in a specification.

The Office Action rejects claims 1-9, 20-38, 49-68 and 79-89 under 35 USC 102 over Gilboy (US Pat. 6,829,233) and rejects claims 18-19, 47-48 and 77-78 under 35 USC 103 over Giboy in view of Jones (US Pat. 6,141,341). These rejections are respectfully traversed.

The independent claims of the application recite accessing internet addresses from a wireless device, and include receiving a transmitted short-name of a website that a user of the wireless device desires to access. This feature is not disclosed or suggested in the applied references, as further discussed below.

Gilboy discloses that a user may use Internet telephony service to call a dialed number (DN) from a calling party number (CPN). See cols. 2 and 3. When the user places an Internet telephony call, an ITSP server 18 sets up the call, and the ITSP server determines what, if any, targeted visual content to provide, typically advertising, to provide to the calling party, based on a match between the DN and/or CPN and databases 20, 22 and 24. The ITSP server pushes the content to the calling party, which appears on the calling party's display. See cols. 3 and 4.

Thus, Gilboy does not disclose or suggest receiving a transmitted short-name of a website that a user of the wireless device desires to access, but instead uses the calling party number and dialed number to push to the user targeted advertising during an internet telephony calling. In contrast to the claimed invention in which the user desires to access a website and enters a short-name of the website into his wireless device (no Internet telephone call is being placed), Gilboy is directed to pushing to the user targeted advertising, which a user will often not

wish to view. Accordingly, neither the independent claims, nor any of the dependent claims, are obvious over Gilboy.

Further, Because Jones does not solve these deficiencies of Gilboy, Jones would not render any of the dependent claims obvious. Withdrawal of the rejections is requested.

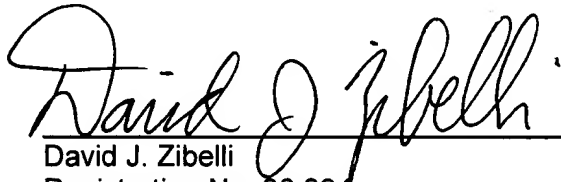
New claims recite that the short-name is not a calling party number or a dialed number in an Internet telephone call. These claims are allowable for the reasons discussed above.

For these reasons, it is submitted that the independent claims, and the dependent claims, would not have been obvious over the cited references. Withdrawal of the rejections is requested.

For the above reasons, it is submitted that the application is in condition for allowance. Prompt consideration and allowance are solicited.

The Office is authorized to charge any additional fees under 37 C.F.R. § 1.16, § 1.17, or § 1.136, or credit of any overpayment, to Kenyon & Kenyon Deposit Account No. 11-0600.

Respectfully submitted,

  
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Dated: July 25, 2005

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